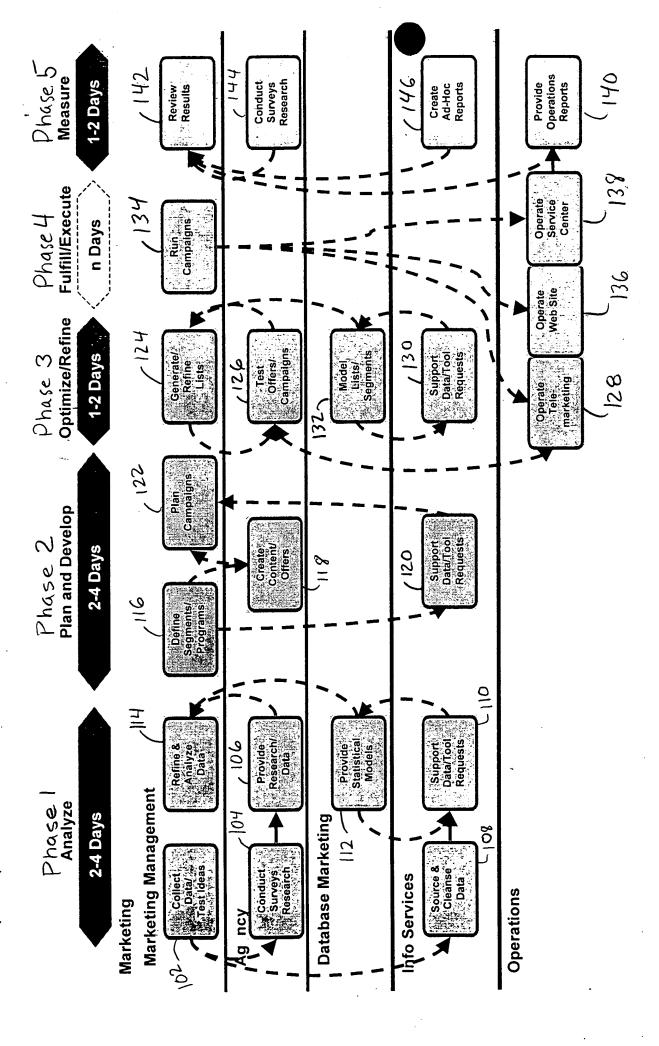
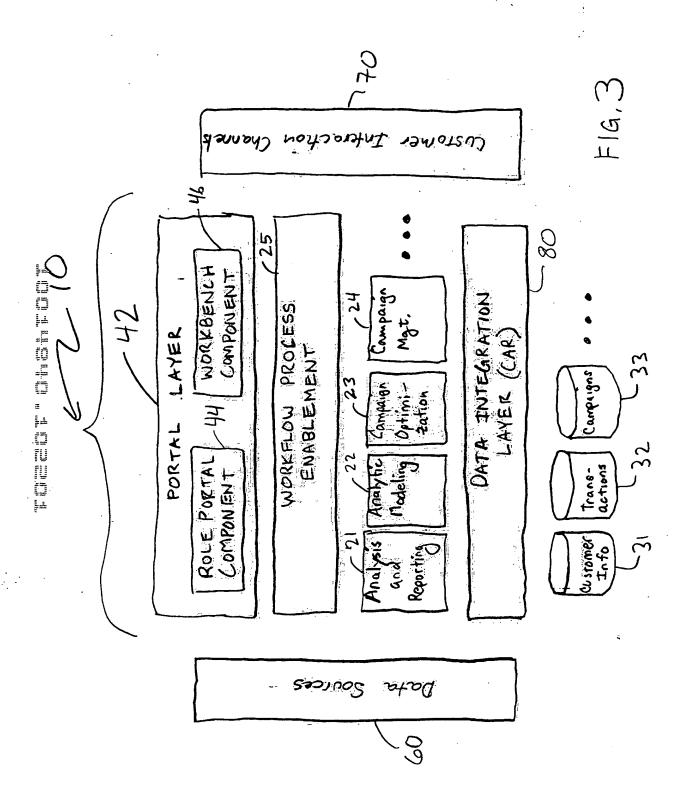


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ROLE PORTAL COMPONENT

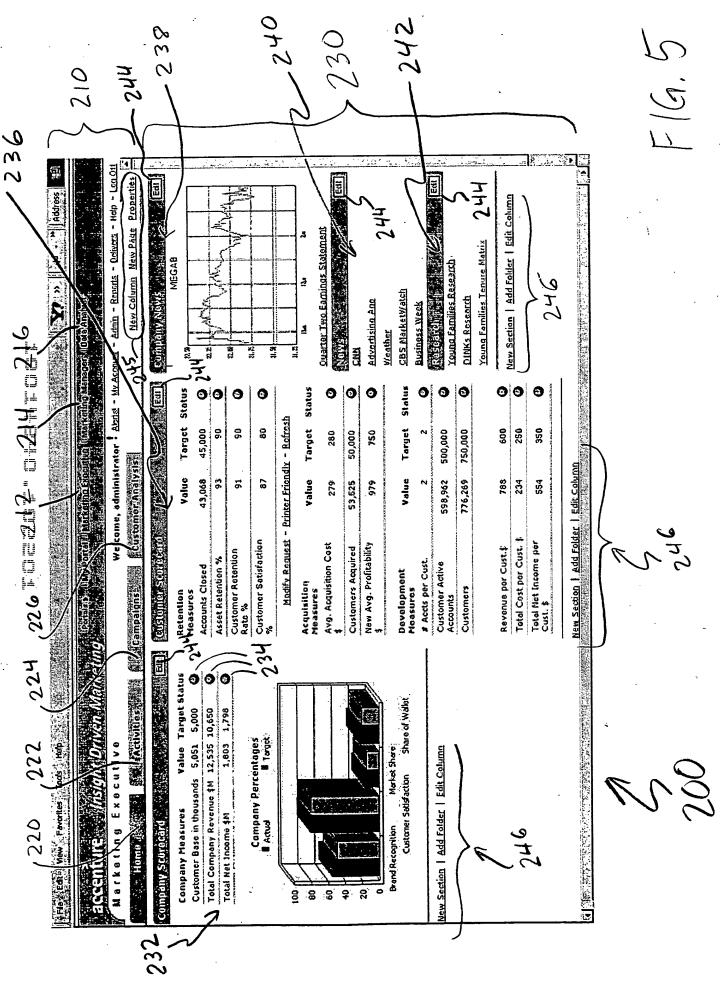
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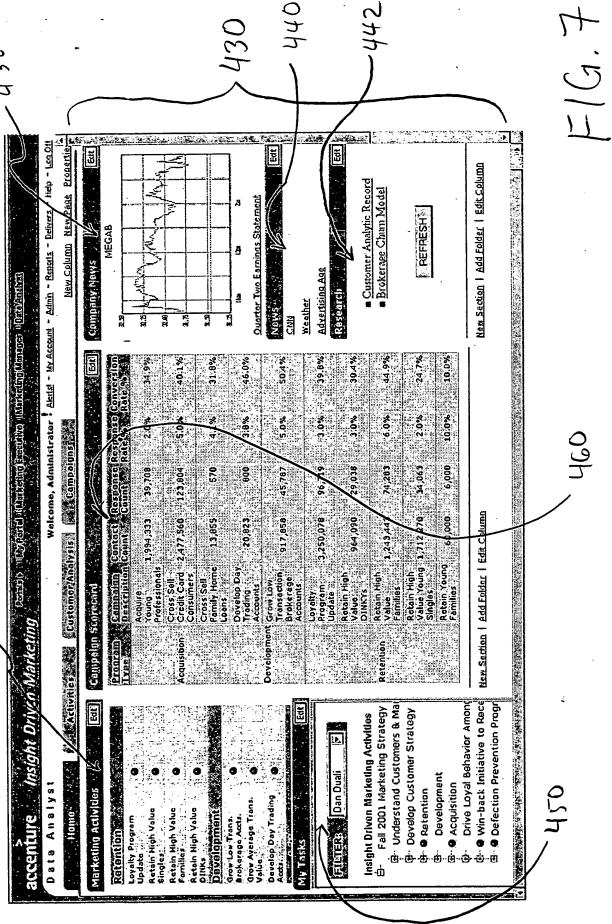
- MARKETING MANAGER
- 6 DATA ANALYST
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WORKBENCH COMPONENT

- · HOMEPAGE
 - SCORE CARDS
 - TASKS (TO DOS)
 - ALERTS
 - COMPANY NEWS
 - OTHER NEWS
 - WEBSITE LINKS
- · ACTIVITIES PAGE
 - TASKS (TO DOS)
 - RESOURCES AND REFERENCES
- · MARKETING CAMPAIGNS PAGE
 - 5/W APP. ACCESS
 - CAMPAIGN INFO AND METRICS.
- · CUSTOMER ANALYSIS PAGE
 - S/W APP. ACCESS
 - ANALYTICS



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	Tield)	Retired	2,761,498	2.70	\$88,606,516,090	\$245,735,795	
	Kename or Lolete a mk.	Young Families	1,680,537		16/1021/101	427 439 290	<u>.</u>
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	24.7%		2 5	Fomilies with Teens		2,403,706		2,40	\$26,20	\$26,206,477,568	\$348,602,730	,730	
S S S S S S S S S S S S S S S S S S S				Retired		2,797,919		2.00	\$9,08\$	\$60,686,516,090	\$245,735,795	1,795	
			;	Young Families		1,633,923	Address of the second s	2,16	\$8,44	\$8,442,830,751	\$457,661,740	,740	
with Teers			\$0.6 \$	Young Singles		811,436		1.62	\$954	\$954,138,771	\$74,439,790	064	w.
Families				Lifestage Scament Average Age Average Income Average Family Size % Married % Malo	Iment Av	crane Age	Average	Income Av	crage Fam	ily Sizo %	Married 4	% Mala	<u>.</u>
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Carry .		<u> </u>	7 0 0	Empty Nestors	Andrews & Andrews	58.5	\$70,021	021	1.5		80.1%	45.0%	
			_	Familios with Teens	eens	46.5	\$65,023	023	3.5		\$0.0%	51.1%	
\				Retired	Marian sand sand sand	79.5	\$45,028	026	1.5	AND	80.1%	45.1%	
Lifesta (Lifestage Seament Consumer Count	Count		Young Families	man and it indefendance desire of	38.5	\$50,013	013	2.5	And a footback spirit by the contract	70.1%	52.1%	
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	Singles	99,620	_	Dinks	30,0%	29.9%	30.0%	10.0%	10.0%	40.0% 5	5.0% 29	29,9%	- 21
QSD Caranditota	2	76,269	986	Empty Nestors	5.0%	20.0%	5.0%	25.0%	25.0%	10.0% 30	30.0% 4	4.9%	
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				Retired	5.0%	10.0%	5.0%	30.0%	30.1%	15.0% 15.0%	***************************************	2,6%	- G.
-				Young Families	20.0%	29.9%	20.0%	15.0%	15.0%	30.0% 10.0%	. 1	19.9%	<u> 1987)</u>
				Young Singles 40.0%	40.0%	20,0%	20,0% 40,0%	10.1%	10.1% 10.0% 30,1% 5,0%	30,1% 5	1	29,8%	Ŀ

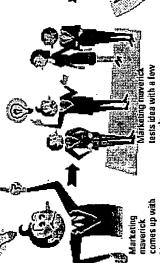
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ANATOMY OF A MARKETING CAMPAIGN: THEN AND NOW

26 WEEKS VS. 26 MINUTES

26 Wooks: For many companies today, moving from marketing idea to campaign execution is a are gethered in batch from external departments and outside agencies. By the time long, laborious series of steps. Collaboration is hindered by functional silos. Data the campaign is out the door, the data have aged, leaving opportunity to more

quickly moving competitors.



Marketing mayorick asks IS to do an extract based on concept

people

.



analytics to do same predictive modeling

First extract comes back

checks out the data











